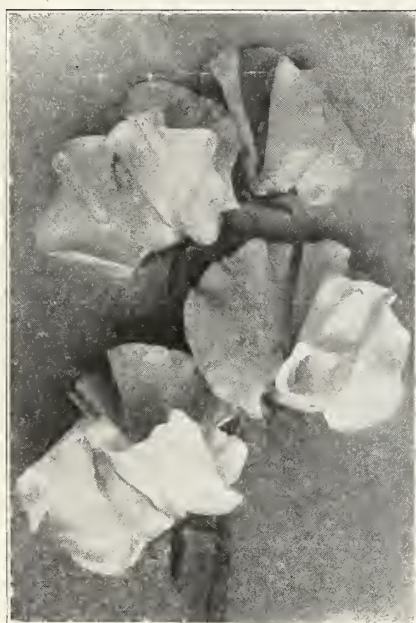


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July 1, 1925

To Growers of WINTER PEAS *and* CALENDULAS



Whether we grow but a small bed to supply a retail demand or devote our entire place to them for wholesale, it is not a day too soon to carefully plan for both these important crops.

With clean, fresh soil, a light house with 10 to 12 feet of head room, the early-planted winter peas are a profitable crop, or if head room and a modern house are not available, early-sown calendulas, which are well cut down by St. Valentine's Day, can be followed by peas, forming a combination that we should say is hard to equal—the peas getting in for Mothers' Day.



Both These Crops Are Indispensable

in any flower business. We are doing all we can to improve them. Our work with the calendula is well known and has given the trade a substantially profitable crop. In addition to our regular orange, we are offering this season a golden yellow to be known as

Ball's Gold Calendula

This has the same upright, long-stemmed growth and uniformly double flowers as the original Ball Calendula, orange. The color is dark golden yellow, and we feel confident that you will find the color a very desirable one.

Next season we shall also have several new sweet peas to offer, including a winter-flowering Hawlmark Pink, that will add an entirely new and highly attractive color to winter peas.

Should you be unfamiliar with the growing of either sweet peas or calendulas, we gladly give you the benefit of our experience in an illustrated leaflet on calendulas that quite completely covers the subject. Our well known book, "Better Sweet Peas," is mailed for 75 cents. We have supplemented this with a leaflet that deals with the problems of "Getting a Good Start with Sweet Peas."

In growing both these crops a most important point for the grower to consider is the best varieties. "All the best and nothing else" is a really necessary slogan in these days of high-priced labor and material. It costs exactly as much to grow a poor variety or strain as it does a good one. Our position as extensive cut flower growers of both these crops gives us first-hand information. In our description of varieties you will note we try to give the weak points as well as the strong ones. We are serving our mutual interests in furnishing you the best in sweet peas and calendulas.

Thanking the trade for its increasing appreciation of our efforts along these lines,

Unknown correspondents and those whose rating is unavailable must enclose cash with order. All O. K. orders are mailed the day they are received.

GEO. J. BALL,
Glen Ellyn, Illinois

PREPAID POSTAGE—Our prices cover postage and insurance—the safe arrival of all shipments is guaranteed.

WINTER-FLOWERING SWEET PEAS

PLEASE NOTE—Seed of Ball's Rose Queen, Mrs. Kerr, Vulcan, Eldorado, will not be ready until early August. We will book your order and forward as promptly as possible. All other varieties are ready for immediate shipment.

BALL'S COLUMBIA. The best in this color; pink and white of the Blanche Ferry type. Oz., 50c; 4 oz., \$1.75; lb., \$5.50.

BALL'S ROSE QUEEN. Offered by us last year as Improved Rose Queen. This is a cross between the old Rose Queen and Zvolanek's Rose. It combines the good points of both without the weak ones of either, the long stem of Rose Queen without its weak color, and the strong color of Zvolanek's Rose without its tendency to short stems. The color is really more pleasing than either, and with us the flowers are generally larger. This is the best rose pink variety to be had. Ready in August. Oz., 75c; 4 oz., \$2.75; lb., \$10.00.

ZVOLANEK'S ROSE. Very large, deep rose. Though not extra long-stemmed, this is a standard cut flower variety because of its high color and size. Our stock of this is the best to be had and is practically 100 per cent clear of rogues. Oz., 50c; 4 oz., \$1.75; lb., \$6.50.

ROSE QUEEN. The finest light rose pink; very free-flowering and long-stemmed. Oz., 40c; 4 oz., \$1.50; lb., \$4.75.

FAIR MAID. Blush or light pink, suffused salmon. This is a very fine light pink and is used heavily by us for after mum planting. Oz., 45c; 4 oz., \$1.75; lb., \$7.00.

HARMONY. Extra large, clear soft lavender. Our stock of this fine variety is freer of late-flowering rogues than any we have yet offered. Oz., 50c; 4 oz., \$1.75; lb., \$6.50.

PRINCESS. Extra free-flowering; clear, even lavender, not quite so large, but more productive than Harmony. Oz., 50c; 4 oz., \$1.75; lb., \$6.00.

LAVENDER KING. A very large, rich, long-stemmed lavender. Oz., 50c; 4 oz., \$1.75; lb., \$5.50.

BLUE BIRD. Extra large and long-stemmed blue. The color is very fine and even in midwinter, but darkens some under spring conditions. Oz., 50c; 4 oz., \$1.75; lb., \$6.00.

TRUE BLUE. Not so strong in growth as Blue Bird, but a clear, even blue under all conditions. Oz., 50c; 4 oz., \$1.75; lb., \$5.50.

BLUE JACKET. Rich, dark navy blue. Oz., 40c; 4 oz., \$1.50; lb., \$4.50.

MRS. HARDING. A beautiful, light, silvery blue, known as the Harding Blue. We find this an extra good selling color in the spring. Oz., 50c; 4 oz., \$1.75; lb., \$7.00.

SNOWSTORM IMPROVED. The best pure white; extra size and good texture. Oz., 50c; 4 oz., \$1.75; lb., \$6.00.

WHITE STAR. The clearest black-seeded white we know of. Where the white-seeded Snowstorm is found difficult to germinate, we recommend this variety, which is pure white when fully developed. Oz., 50c; 4 oz., \$1.75; lb., \$7.00.

BURPEE'S ORANGE. Unquestionably the best of this color, which is a clear orange self throughout, and this cannot be said of any other so-called orange we are familiar with. With a reasonable amount of sunshine the color holds out well in mid-winter. Oz., 75c; 4 oz., \$2.75; lb., \$10.00.

FLAMINGO. An extra large orange and rose combination. Oz., 50c; 4 oz., \$1.75; lb., \$6.50.

MRS. KERR. A clear, rich salmon. Most popular novelty of recent years. Oz., 75c; 4 oz., \$2.75; lb., \$8.00.

ELDORADO. A strikingly fine, rich salmon, shaded orange; produced with good stems and growth. Oz., \$1.50; 4 oz., \$5.50; lb., \$20.00.

GLITTERS. Bright, fiery orange, shaded scarlet. The standard variety of this color. Oz., 50c; 4 oz., \$1.75; lb., \$6.00.

GORGEOUS. A large, rich salmon cerise; extra good stem and vigorous growth. Oz., 40c; 4 oz., \$1.50; lb., \$5.00.

GRENADIER. A very fine, rich scarlet, with extra long stems. A most attractive sweet pea. Oz., 65c; 4 oz., \$2.50; lb., \$8.00.

CHEVALIER. Very large, bold, deep rose, borne on extra long stems. Especially fine for planting late to bloom in the spring. Oz., \$1.50; 4 oz., \$5.00; lb., \$15.00.

GLORIOUS. Clear rosy purple. Oz., 50c; 4 oz., \$1.75; lb., \$5.50.

YARRAWA. In a list of "all the best and nothing else," this variety is almost out of order, but we continue to receive calls for this rose and cream colored variety. Oz., 40c; 4 oz., \$1.50; lb., \$4.50.

AURORA. Striped or flaked orange scarlet on a white ground. The mass effect of these colors is most effective. Our most popular novelty color. Oz., 50c; 4 oz., \$1.75; lb., \$6.00.

HARLEQUIN. Striped or flaked deep chocolate on a light ground. Not to be grown in quantity, but we can recommend this as a striking novelty. Oz., 50c; 4 oz., \$1.75; lb., \$6.00.

ANNETTE. We originated this variety five years ago. It is a most pleasing shade of soft cerise tinged with orange. Flowers are produced on extra long stems. Should be planted closer than most varieties, as the growth is rather thin. Like all the cerise, scarlet or so-called red, this color is at its best in the spring. Oz., 75c; 4 oz., \$2.75; lb., \$10.00.

VULCAN. An extra large, brilliant scarlet orange introduction of this season. We have had this on trial the past year and we can say it is the most strikingly bright dash of color we have ever seen in early sweet peas. A handsomely bold flower that does not burn under any degree of sunshine. Originated by C. C. Morse & Co. Oz., \$1.75; 4 oz., \$6.00; lb., \$20.00.

THE RIGHT VARIETIES

For your purpose: For early sowing to bloom in mid-winter, we suggest that the rose pink, such as Ball's Rose Queen; Columbia, pink and white; any of the lavenders, blues or whites be used principally. Protracted periods of cloudy weather, such as our latitude is occasionally subjected to, do not affect these as it does the scarlet, cerise and novelty colors generally, which are better adapted to planting in October or after mums. This brings them in flower with the increased sunshine of spring, when they are at their best.

ABOUT PRICES

In every item bought for your business there are two grades, the best and a cheaper one, and the seed you buy is not an exception. You might figure that it pays to buy cheap flower pots. With proper equipment you can burn cheap coal. If you do not figure on being in business long it might even pay to build a cheap greenhouse! BUT—you draw the line when it comes to cheap seed, for the difference in the price and the difference in the result is out of all proportion. As in the case of our Ball Calendula, our sweet pea seed is sold to growers in the trade ONLY and we go to considerable expense to see that it is the best to be had.



BALL CALENDULA, WITH PEAS AT THE RIGHT, AS GROWN BY US AT GLEN ELLYN, ILL.

BALL'S GOLD CALENDULA

Ball Calendula, Orange, was released by us in 1922, and we have since been selecting a yellow from it that is an exact duplicate in growth and stem, but the color is a rich golden yellow. Stock has been improved so that it now comes 95 per cent true. This variety is so much better than Lemon Queen, and the call for it is so insistent by all who have seen it that we anticipate early request for all the seed we can offer of this beautiful Golden Yellow Calendula.

Oz., \$5.00; 1/2 Oz., \$3.00; 1/4 Oz., \$2.00

BALL CALENDULA, ORANGE

This is the original stock that has given an entirely new meaning to calendula. It has given it long stems and uniformly double flowers of great size. From all over America and Europe we receive letters of appreciation of this calendula.

Oz., \$3.00; 1/2 Oz., \$2.00; 1/4 Oz., \$1.00

BALL CALENDULA, Improved Stock

We released this last season and most growers prefer it to the original stock. It is slightly more compact in growth and naturally the stems are not quite so long, but long enough under ordinary conditions. The flowers are slightly larger and more double than the regular strain. Our stock of this will be limited until September. If your order calls for this stock and the supply is exhausted, we will send the regular stock unless otherwise instructed.

Oz., \$3.00; 1/2 Oz., \$2.00; 1/4 Oz., \$1.00

IF YOU BUY YOUR BALL CALENDULA SEED FROM A LOCAL SEEDSMAN, INSIST THAT IT IS PUT UP IN OUR SEALED AUTOGRAPHED ENVELOPES. One or two leading dealers in every large city are supplied with Ball Calendula seed by us in our envelopes only. You will be certain of the true stock if bought in our envelopes. We do not sell Ball Calendula seed in bulk to anyone. **IF YOU BUY IT IN ANY BUT OUR ENVELOPES AND ARE DISAPPOINTED, PLEASE DO NOT WRITE US ABOUT IT.**

SUMMER-FLOWERING PEAS

For the cut flower grower or retail florist the late-flowering class of Sweet Peas are valuable, particularly for sowing in February, growing on in pots and planting out early. With this treatment they are in full crop in June, when peas are scarce and are needed. In some sections, particularly in the south, they can be sown outdoors late in the fall, which starts them out early in the spring. An early start insures a good crop of flowers before hot weather, which promptly checks them. When sown in the fall or early winter in the greenhouse, they get in flower about May 1 in the northern states and are heavy producers until well into June of large, long-stemmed flowers. The following list consists of the best standard kinds:

HERCULES. Clear, deep rose pink.
HEBE. An improved Hercules, larger.
HAWLMARK PINK. Salmon rose pink, very fine.
PINK PEARL. Rose, shaded salmon.
ELFRIDA PEARSON. Bright salmon pink.
MARGARET ATLEE. Cream pink, very large.
DAISYBUD. Soft rose cream pink.

ELEGANCE. Blush or light pink.
MRS. CUTHBERTSON. White and rose bicolor.
CONSTANCE HINTON. The best white.
ORCHID. Rich shade of lavender.
AUSTIN FREDERICK. Finest dark lavender, tinged rose.
MRS. TOM JONES. Rich light blue.
COMMANDER GODSALL. The best in deep blues.

CHARITY. Rich brilliant crimson.
ROYAL SCOT. Orange scarlet, does not burn, very fine.
STIRLING STENT. Salmon shaded orange.
VERMILION BRILLIANT. Intense scarlet.
ROYAL PURPLE. Large clear purple.
WARRIOR. Bronze maroon.

Price on all the above: Oz., 25c; 4 Oz., 90c; Lb., \$3.00.

If undeliverable, please return to

GEO. J. BALL
 GLEN ELLYN, ILLINOIS

FIRST CLASS MAIL!

Ball Calendula Winter Sweet Peas

"All the Best and Nothing Else"



BALL'S GOLD CALENDULA

We stand behind them. So does our commission man. Note what he says about our new Gold Calendula.

Mr. George Ball,
 Glen Ellyn, Ill.

June 1, 1925.

Dear Sir:—

Regarding your Golden Yellow Calendula. We take pleasure in telling you that it was the most satisfactory item we handled this past season, except that there were not enough for the buyers we favored with them. Their long stems, golden color and great size created a sensation and made real "GOLD" for all concerned. We trust your returns on this Calendula will induce you to plant a greater quantity for next season, as we anticipate a heavy demand, judging from our past sales.

Very truly,

THE CHICAGO FLOWER GROWERS' ASSOCIATION,
 Paul R. Klingsporn, Manager.